

YouTube SQUAD

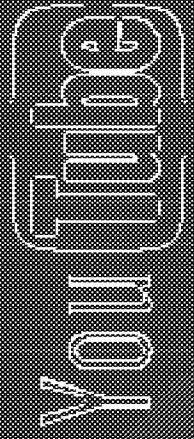
Heather Gillette

November 14th, 2006

YouTube

YouTube SQUAD

- What We Do
- Vital Stats
- How We Do It
- Looking Forward



What We Do

- Terms of Use Enforcement
 - Content Administration
 - 24/7 review of videos, users and groups flagged as 'Inappropriate'
 - Screening 'Browse Videos' pages
 - Comment screening for PVA's and featured videos
 - Review of 'Related' videos listed on featured videos' watch pages
 - Screening of private videos
 - User Privacy and Safety
 - Maintaining community standards
 - Protecting against predatory behavior

YouTube

What We Do

- Legal Support
 - Compliance Administration
 - Intellectual Property (e.g. copyright, trademark, trade secret)
 - Content Verification Program and Claim Your Content
 - Processing Takedowns and Counter Notices
 - User education and support
 - Evidence Production
 - Responding to civil and criminal subpoenas, search warrants, national security letters and other lawful orders to produce information.
 - Performing information retention and preservation as needed
 - Protecting Other Rights
 - Right to publicity and right to privacy
 - Defamation and libel
 - Law Enforcement
 - Working closely with the FBI and other law enforcement agencies to address instances of child exploitation, abuse, terroristic threats
 - Ensuring operational regulatory compliance
 - Electronic Communications Privacy Act (ECPA)
 - Child Online Privacy Protection Act (COPPA)
 - Preserving DMCA Safe Harbor

YouTube

SQUAD - What We Do

- With Whom We Interface / Other Depts
 - Marketing & PR, Business Development, Sales
 - We provide Site Intelligence and Operational Support
 - Fact finding in relation to press inquiries
 - Supporting sales operations
 - Support ad campaigns with special filtering needs
 - Etc.
 - Legal
 - Gather and deliver evidence in response to subpoenas

YouTube

SQUAD – How We Do

-- Performance Stats --

- Content Admin
95% of flagged videos reviewed in less than 5 minutes
- Customer Support
~1000 emails/day
- Copyright
50 minutes average time to remove infringing content when notified during business hours

YouTube

SQUAD – How We Do It

- Staff – Who We Are

19 people

1 Heather
2 Policy and Special Operations
2 Copyright Administrators
4 Customer Support Team
10 Content Team

- Staff - Allocation of Tasks

Specialization for efficiency

Multiple SQUAD members trained in almost all tasks to allow for effective load balancing

YouTube

SQUAD – How We Do It

- Staff - Coverage
 - Content Administration
 - 24/7 Near-Real Time Coverage
 - Multiple Content Admins live at all times
 - Copyright
 - Has been “during business hours only”
 - With recent team growth, will be moving to 24/7
 - Customer Support
 - With recent team growth, aiming for 24 hour response time to all emails

YouTube

SQUAD – How We Do It

- **The Policies - Development**
SQUAD develops comprehensive content policies and Terms of Use enforcement and legal compliance protocols.
 - Draft Policy Documents and Procedures Documents are developed by SQUAD
 - Finalized and formalized in conjunction with Legal
 - Responsive incorporation of advertisers' concerns
 - All policies undergo iterative review throughout their lifetime as they are practiced

YouTube

SQUAD – How We Do It

- The Policies – Promulgation

- Policies Documents

- Public

- Terms of Use - <http://youtube.com/terms>
Formal, legal document

- Community Guidelines - http://youtube.com/community_guidelines

Less formal, more comprehensible compared to Terms of Use
These are the most useful thing to point people to

- Web FAQs and Guides

- » Copyright Tips - http://youtube.com/howto_copyright
 - » Safety Tips - <http://youtube.com/safety>
 - » Etc.

YouTube

SQUAD – How We Do It

- The Policies – Promulgation (con't)
 - Policies Documents (con't)
 - Internal
 - SQUAD Content Policy Enforcement Guide
 - Customer Support form letters Knowledge Bank
 - DMCA Process documents
 - Legal-approved copyright form letters

– Procedures Documents

These are all internal documents.

YouTube

SQUAD – How We Do It

- The Policies – Implementation
 - Procedures Documents
 - Training
 - Iterative content review
 - >> Integrated constant peer review
 - Escalations
 - Hierarchy of issue competence and authority
 - Needed policy revisions are identified quickly

YouTube

SQUAD – How We Do It

- The Policies – What they are
 - Broad brush content rules
 - Flag children
 - Pornography
 - Violence
 - Illegal Acts
 - Political OK. No biases, no favorites, take no positions.
 - Restricted/Racy Content
 - Copyright – DMCA Safeharbor
 - Law Enforcement
 - Miscellaneous other
 - Trademark, trade secret, privacy, etc.

YouTube

SQUAD – How We Do It

- The Tools
 - Content Administrator Tools
 - Video and other Site Content Management
 - User and Groups Accounts Management
 - Customer Support Email System
 - Integrated template responses and bulk mail
 - Copyright Shared Access Email System
 - For procedure and incident tracking

YouTube

SQUAD – Looking Forward

- Where is SQUAD headed?
 - We are moving towards furthering our relationships with law enforcement and other public and private safety organizations to improve community safety and further reduce abuse on YouTube.
 - We are working to improve communication with users to increase transparency and sense of fairness, to further encourage everyone to be productive members of the community.

YouTube